

J. S. BINFORD.
 DEVICE FOR DISPLAYING MERCHANDISE.
 APPLICATION FILED MAR. 26, 1909.

945,211.

Patented Jan. 4, 1910.
 3 SHEETS—SHEET 1.

Fig. 1.

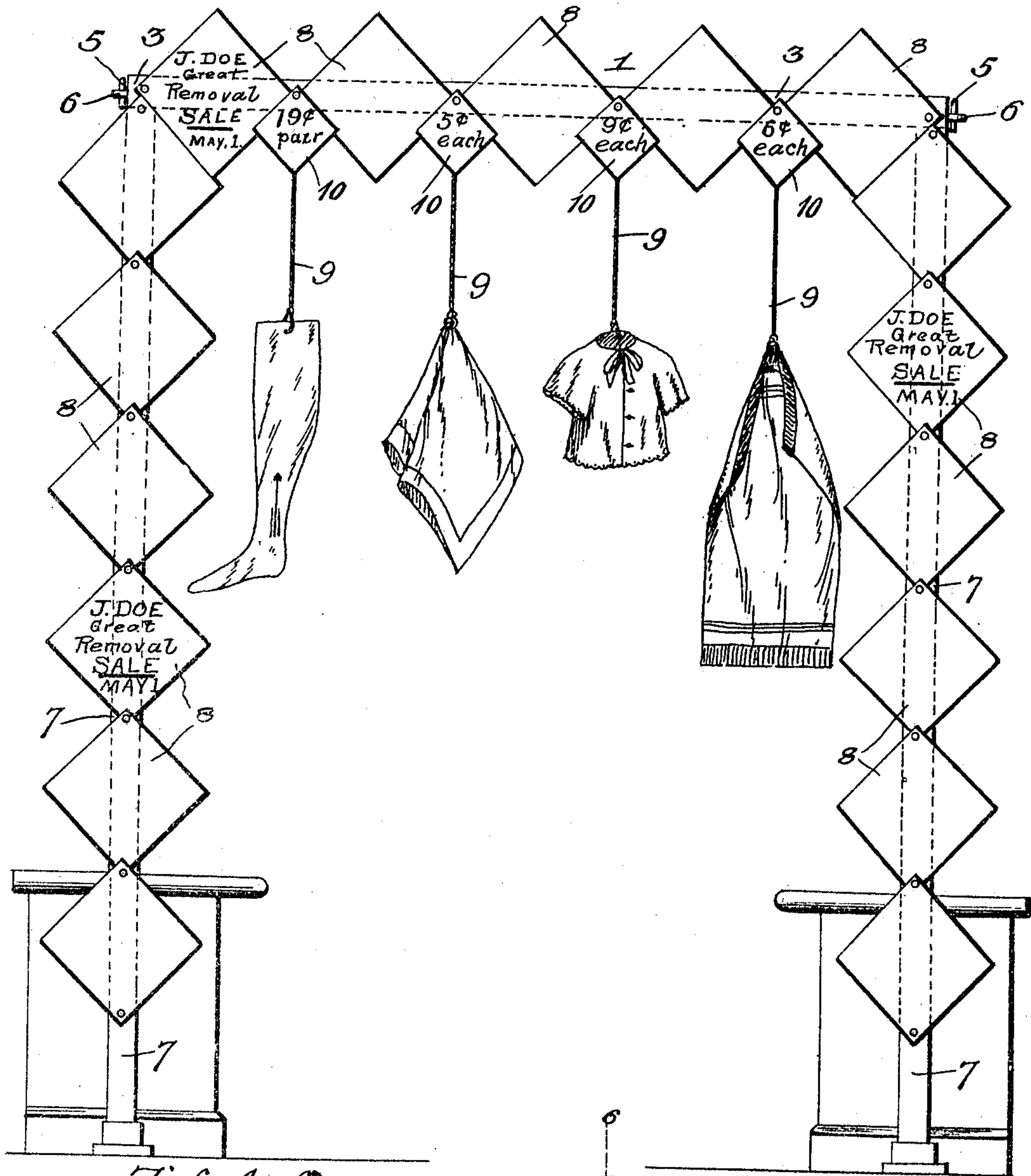


Fig. 4.

Witnesses
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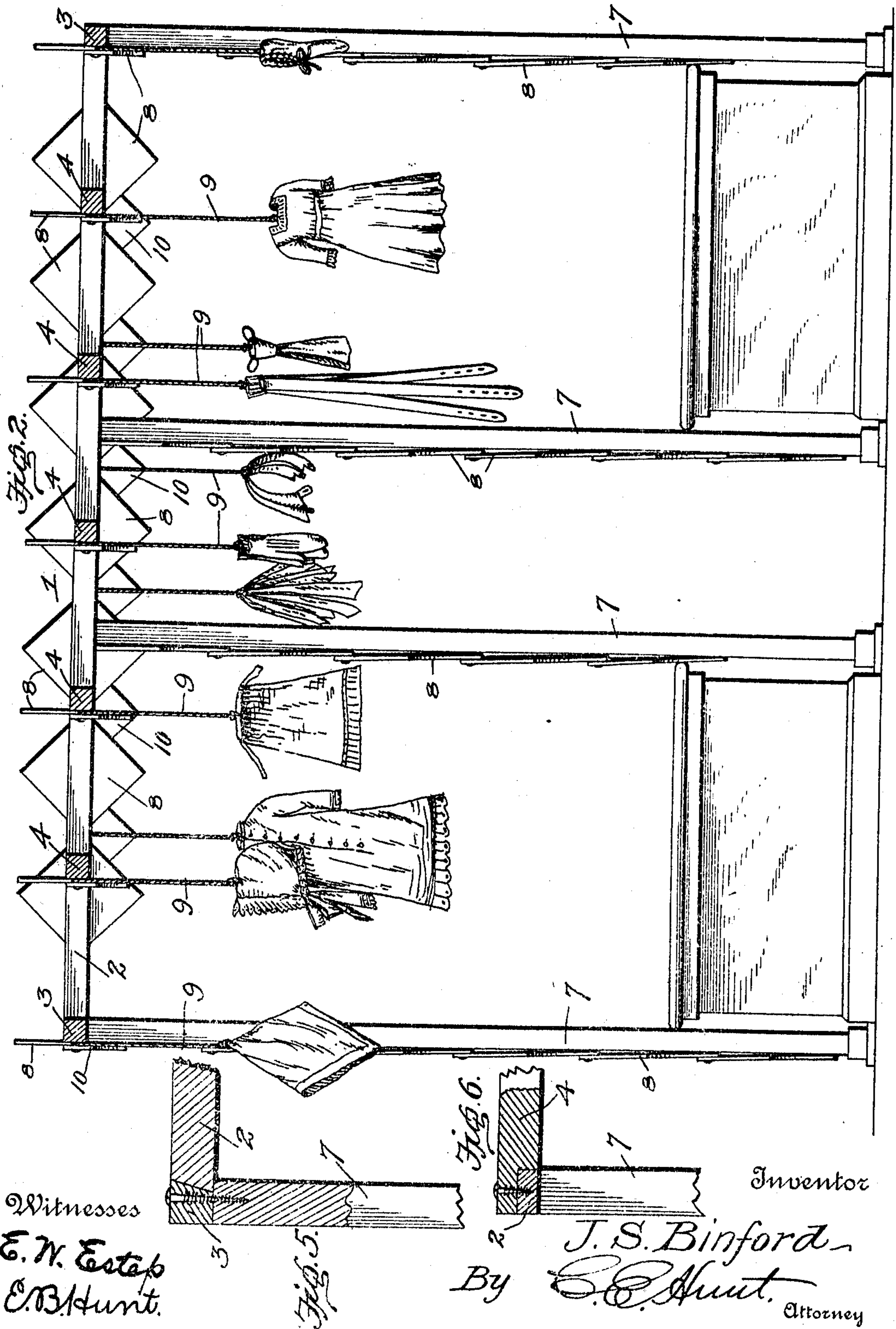
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By
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 Attorney

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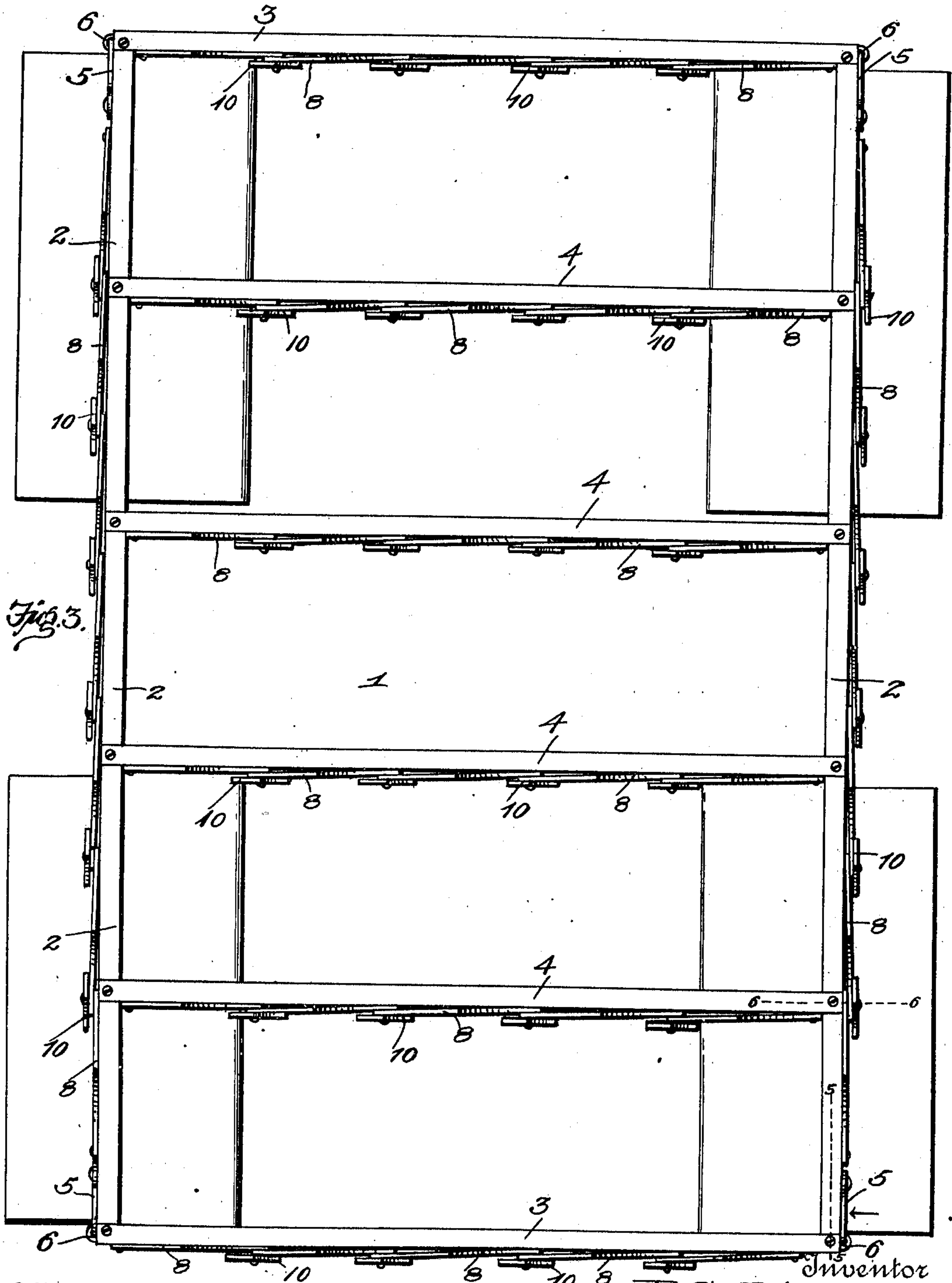


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3 SHEETS—SHEET 3.



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UNITED STATES PATENT OFFICE.

JACKSON S. BINFORD, OF BROWNWOOD, TEXAS.

DEVICE FOR DISPLAYING MERCHANDISE.

945,211.

Specification of Letters Patent.

Patented Jan. 4, 1910.

Application filed March 26, 1909. Serial No. 485,885.

To all whom it may concern:

Be it known that I, JACKSON S. BINFORD, a citizen of the United States, residing at Brownwood, in the county of Brown and State of Texas, have invented certain new and useful Improvements in Devices for Displaying Merchandise, of which the following is a specification.

This invention relates to improvements in devices for displaying merchandise and is designed more particularly for use in connection with special or clearance sales.

The object of the invention is to provide a device of this character by means of which merchandise of all kinds may be prominently and attractively displayed for sale.

A further object is to provide a portable display device comprising a horizontally disposed frame removably secured to and supported upon standards and from which the merchandise is suspended for display.

With the foregoing and other objects in view, the invention consists of certain novel features of construction, combination and arrangement of parts as will be more fully described and particularly pointed out in the appended claim.

In the accompanying drawings, Figure 1 is an end view of the device showing the same arranged across the aisle of a store; Fig. 2 is a longitudinal sectional view; Fig. 3 is a top plan view; Fig. 4 is a side view of one corner of the frame and the upper end of one of the supporting standards; Fig. 5 is a detail vertical sectional view through one side of the frame and the upper end of one of the supporting standards showing the manner in which these parts are detachably secured together. Fig. 6 is a detail vertical sectional view through one side of the frame and the engaging end of one of the intermediate cross bars, taken on the line 6—6 of Fig. 4.

In the embodiment of my invention, I provide a horizontally disposed display frame 1 comprising longitudinal side bars 2 connected at their ends by end cross bars 3 and between their ends by a series of parallel, intermediate bars 4 which are spaced suitable distances apart and are preferably detachably secured at their ends to the side bars 2 by means of screws. The ends of the side bars 2 are preferably detachably secured to the ends of the end cross bars 3 by means of hooks 5 which are pivotally connected to the outer sides of the side bars

and are engaged with eyes 6 in the ends of the end bars as is clearly shown in Fig. 4 of the drawings.

The frame 1 is supported in operative position to hold the goods, by means of supporting standards or uprights 7, the lower ends of which are detachably secured to the floor in any suitable manner. The standards 7 may be of any suitable length sufficient to hold the frame 1 at the desired elevation so that the goods to be displayed may be suspended therefrom without interfering with persons passing beneath the frame.

In using the device, attractively colored placards 8 are tacked along the side and cross strips of the frame as well as along the standards 7. The placards 8 may contain any advertising matter but are intended more particularly to contain the name and date of the sale.

The merchandise is arranged for exhibition or display, preferably by suspending one or more articles of a kind or like nature, from the side and cross bars of the display frame 1. The goods are suspended by means of cords or the like 9, the goods being attached to the lower ends of the cords in any suitable manner, while the upper ends of the cords are engaged with nails, hooks or the like which are driven into the bars of the frame. The displayed articles are preferably suspended from the bars of the frame at points between the engaging corners of the advertising placards and on the bars, immediately above each group of articles is tacked a price card 10, containing the sale price of the articles suspended below the same.

As hereinbefore stated, my improved displaying device and system are primarily intended for use in connection with special or clearance sales and when arranged as herein shown and described will form an attractive advertisement and means for prominently displaying the goods for sale.

The construction of the device is such that it may be readily taken down and packed for storage or transportation and quickly and easily assembled and again set up for use.

From the foregoing description, taken in connection with the accompanying drawings, the construction and operation of the invention will be readily understood without requiring a more extended explanation.

Various changes in the form, proportion

and the minor details of construction may be resorted to without departing from the principle or sacrificing any of the advantages of the invention as defined in the appended claim.

Having thus described my invention, what I claim is:

In a knocked-down display frame, the combination with portable supporting standards, of interchangeable cross bars removably secured to the upper ends of said standards and adapted to receive supporting devices, said cross bars being cut away at their ends to provide limiting and supporting shoulders, a unitary display frame com-

prising side bars and removable cross bars, said frame adapted to rest on the shoulders, a hook and eye connection between the bars of the frame and the first mentioned cross bars, advertising placards secured to the standards, and price cards alternating with the advertising placards and adjacent the supporting devices, together with flexible members carried on the supporting devices.

In testimony whereof I affix my signature in presence of two witnesses.

JACKSON S. BINFORD.

Witnesses:

W. J. SCOTT,
WILL A. SMITH.